

**THE INFLUENCE OF ELECTRONIC WORD OF  
MOUTH TOWARD PURCHASE INTENTION  
THROUGH BRAND IMAGE AMONG  
FEMALE CUSTOMERS ON THE  
FACE SHOP COSMETIC  
PRODUCTS IN  
SURABAYA**



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WIDYA MANDALA CATHOLIC UNIVERSITY  
SURABAYA**

**2019**

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PRODUCTS IN  
SURABAYA**

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**2019**

APPROVAL PAGE

FINAL ASSIGNMENT

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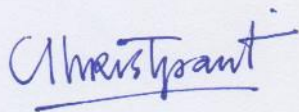
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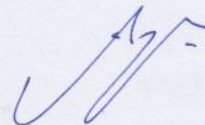
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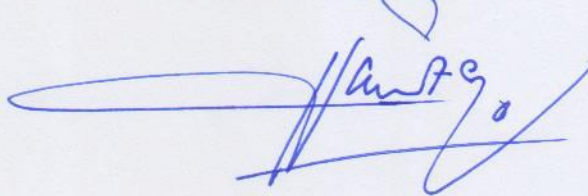
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TOWARD PURCHASE INTENTION THROUGH BRAND  
IMAGE AMONG FEMALE CUSTOMERS ON THE FACE  
SHOP COSMETIC PRODUCTS IN SURABAYA

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(Catherina Estherita Veidini Tauran)

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Surabaya, 12 June 2018

(Catherina Estherita Veidini Tauran)

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# **THE INFLUENCE OF ELECTRONIC WORD OF MOUTH TOWARD PURCHASE INTENTION THROUGH BRAND IMAGE AMONG FEMALE CUSTOMERS ON THE FACE SHOP COSMETIC PRODUCTS IN SURABAYA**

## ***ABSTRACT***

*In this era, business cosmetics is one of the fastest growing businesses in Indonesia and cosmetics are not only used as a tool to make customer looks beautiful but also can be used as a lifestyle to clarify the identity of its consumers in the community. Buying cosmetic online and offline now has become the choice of consumers when they have free time, because in the selection of cosmetics very much consideration. The population of this study is over 17 years and above and has never bought cosmetics at The Face Shop. The sampling used in this research is nonprobability sampling and sampling is using purposive sampling technique. The sample amounted to 150 respondents, namely women. The data analysis technique used in the study was SEM (structural equation modeling).*

*The test results show that electronic word of mouth has an influence on purchase intention, electronic word of mouth has an influence on brand image and brand image has an influence on purchase intention. Electronic word of mouth has an influence on purchase intention through a brand image.*

*In this research, there are suggestions that can be given by the researcher, namely that The Face Shop continues to add information and advertising to consumers through the internet and provides rewards to consumers who help promote The Face Shop products. As academic advice, it is expected that subsequent research uses other variables such as brand awareness, brand equity, quality and promotion.*

***Keywords: Brand Image, Electronic Word of Mouth, Purchase Intention.***

## ABSTRAK

Pada era sekarang ini bisnis kosmetik merupakan salah satu bisnis yang berkembang sangat pesat di Indonesia dan kosmetik bukan hanya dijadikan alat untuk mempercantik diri namun juga dapat dijadikan sebagai gaya hidup (LifeStyle) untuk memperjelas identitas konsumennya dikalangan masyarakat. Membeli kosmetik *online* maupun *offline* sekarang ini sudah menjadi pilihan konsumen ketika memiliki waktu luang, karena di pemilihan kosmetik sangat memiliki banyak pertimbangan. Populasi dari penelitian ini adalah diatas 17 tahun ke atas dan belum pernah membeli kosmetik di The Face Shop. Sampling yang digunakan dalam penelitian ini adalah *nonprobability sampling* dan pengambilan sampel adalah menggunakan teknik *purposive sampling*. Sampel berjumlah sebanyak 150 responden yaitu wanita. Teknik analisis data yang digunakan dalam penelitian adalah SEM (*structural equation modeling*).

Hasil pengujian menunjukkan bahwa *electronic word of mouth* mempunyai pengaruh terhadap *purchase intention*, *electornic word of mouth* mempunyai pengaruh terhadap *brand image* dan *brand image* mempunyai pengaruh terhadap *purchase intention*. *electronic word of mouth* mempunyai pengaruh terhadap *purchase intention* melalui *brand image*.

Dalam penelitian ini terdapat saran yang dapat diberikan peneliti yaitu agar The Face Shop terus melakukan penambahan informasi dan pengiklanan kepada konsumen melalui internet dan memberikan *reward* terhadap konsumen yang membantu mempromosikan produk The Face Shop.

Sebagai saran akademis diharapkan penelitian berikutnya menggunakan variabel – variabel lain seperti *brand awareness*, *brand equity*, *quality* dan *promotion*.

**Kata Kunci:** *Brand Image, Electronic Word of Mouth, Purchase Intention.*